

E-Mail

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To: All Divisions With Pathmark Stores

RE: Pathmark Stores (0522-00-00
WINSTON "Clipless Coupon" Program

Listed below are details regarding a WINSTON "Buy Down" Program to be conducted in all Pathmark Stores during August:

- Dates July 30-August 26
- Program \$.20 per pack "buy down" on all WINSTON Brand Styles
- Price Reduction Method Price down in scanner system
- Advertising Pathmark Headquarters to develop and mail to stores prior to start date. Special advertising pieces to be placed under springfed section of each WINSTON Brand Style by Pathmark's Non Foods Manager.

RJR Sales Accountability:

- > Monitor stock levels on all WINSTON Styles.
- > Ensure that Pathmark advertising is placed.

If you have any questions, please advise.

Regards,

Nick

G. N. Kuruc, Jr.
Gk

DM	T&D	REP
1224		02
1225	✓	3, 5, 11
1226	✓	3, 5, 6, 7, 9, 11
1229	✓	4, 13
1230	✓	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15
PTC	SAM	
ROM	PA	SO
RM	PC	MC
1240	1242	SAM

51855 0765